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RR RUEHCHI RUEHCN RUEHDT RUEHHM
DE RUEHJA #1124 1612321
ZNR UUUUU ZZH
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FM AMEMBASSY JAKARTA
TO RUEHC/SECSTATE WASHDC 9241
INFO RUEHXS/ASSOCIATION OF SOUTHEAST ASIAN NATIONS
RUEHBY/AMEMBASSY CANBERRA 2623
RUEHBJ/AMEMBASSY BEIJING 5123
RUEHKO/AMEMBASSY TOKYO 2082
RUEHUL/AMEMBASSY SEOUL 4665
RUCPDO/DEPT OF COMMERCE WASHINGTON DC
RUEHJS/AMCONSUL SURABAYA 2201

UNCLAS JAKARTA 001124

SIPDIS

DEPT FOR EAP/MTS, EAP/PD, OES/ETC, OES/STC, OES/SAT, OES/PCI

E.O. 12958: N/A

TAGS: [KPAO](#) [SENV](#) [TPHY](#) [TRGY](#) [ID](#)

SUBJECT: HARRISON FORD WILDLIFE TRAFFICKING PSAS REACH TENS OF MILLIONS IN INDONESIA

REF: STATE 50722

¶1. Post has convinced seven television stations with a total estimated viewership of 72 million to run the Harrison Ford public service announcements (PSAs) on wildlife trafficking during June. Six Indonesian television stations with a total viewership of 58 million (public television TVRI, and the privately run RCTI, Global TV, Metro TV, ANTV, TPI), and youth radio station Trax FM (with a listenership of 500,000) have been running the PSAs from June 5 through June 13 at various time slots. Another private television station, Indosiar (with a viewership of 13 million) and three radio stations (public radio RRI, leading youth channel Prambors, and private radio news agency KBR 68H, with a total listenership of 32 million), have committed to running the PSAs from June 12 through June 19 at various time slots.

¶2. Cinema XXI, Indonesia's largest cinema chain, has been running the PSAs in theaters alongside the new Indiana Jones movie in 10 major Jakarta theaters since June 2. In addition, two national daily newspapers ran a customized version of the op-ed piece, placed under the USAID Mission Director's signature, as a news item: Media Indonesia (on June 5) and Suara Pembaruan (on June 6).

¶3. Amconsulate Surabaya screened the PSAs on June 5 at the American Corner at Airlangga University before showing the film, "March of the Penguins." Two local newspapers reported the activity. Amconsulate Surabaya also intends to place the PSAs on two television stations in East Java: JTV and SBO TV.

HUME